

ORDER

Orders
Order / Rev: 169356
Alt Order #: 06374817
Product Desc: BALDWIN FOR SENATE
Estimate:
Flight Dates: 10/16/12 - 10/22/12
Original Date / Rev: 10/15/12 / 10/15/12
Order Type: GENERAL

WDJT-TV-LP
Primary AE: Matthew Norten
Sales Office: HDC
Sales Region: NAT

Agency
Name: Shorr Johnson Magnus
Buying Contact: Mike D'Ettorre
Billing Contact:
 1831 Chestnut St.
 Philadelphia, PA 19103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Poli/T Baldwin/D/Sen/WI
Demographic: A35+
Product Codes: PL Candidate
Priority: P-2
Revenue Codes: AGY, POL, ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	8	\$3,400.00	\$2,890.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	8	\$3,400.00	\$2,890.00	0.00
Totals	8	\$3,400.00	\$2,890.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	21%	\$3,400.00
Market	100%	\$16,190.48

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	38%	\$6,152.38
WITI	24%	\$3,885.71
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	17%	\$2,752.38
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	10/16/12	10/19/12	Letterman 1035p-1135p	CM	1035p-1135p	-TWTF--	:30	4	\$200.00	P-2	0.00	NM	4	\$800.00
Letterman 1035p-1135p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-TWTF--			4		\$200.00		0.00				
E 2	WDJT	10/22/12	10/22/12	Letterman 1035p-1135p	CM	1035p-1135p	1-----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
Letterman 1035p-1135p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	1-----			1		\$200.00		0.00				

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 Product Desc: BALDWIN FOR SENATE
 Estimate:

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WDJT	10/17/12	10/20/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p	--W--S-	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--W--S-			2		\$800.00		0.00				
E 4	WDJT	10/22/12	10/22/12	M-F Late News M-F Late News	CM	10p-1035p	1-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	1-----			1		\$800.00		0.00				
													Totals	8	\$3,400.00